

Lewis County
Quit Line Data Summary
October 1 - December 31, 2003

	County	State
Number of Calls to Quit Line	N = 39	N = 2,943
Percent of Statewide Calls	1.7%	100.0%
Percent of State Population in County¹	1.2%	100.0%

	County %	State %
Gender	N = 39	N = 2,491
Female	71.8%	61.9%
Male	28.2%	38.1%
Race/Ethnicity	N = 36	N = 2,100
People of Color	0.0%	13.6%
White	100.0%	86.4%
Age	N = 37	N = 2,291
Less than 18 years old	0.0%	2.1%
18 - 24 years old	16.2%	15.2%
25 - 34 years old	21.6%	21.1%
35 - 44 years old	27.0%	27.3%
45 years and older	35.1%	34.2%
Education	N = 37	N = 2,158
Did not graduate high school	21.6%	18.0%
High school graduate	40.5%	33.8%
Some college/vocational school	35.1%	38.6%
College graduate	2.7%	9.6%
Caller Type	N = 39	N = 2,631
General Information	2.6%	13.5%
Health care provider	5.1%	4.0%
Tobacco user	92.3%	82.5%
Payer Type	N = 26	N = 1,627
Insured	26.9%	31.2%
Uninsured	42.3%	30.7%
Medicaid	30.8%	38.1%
Heard About	N = 32	N = 2,157
Past caller	9.4%	14.5%
Employer/worksites	0.0%	1.3%
Health care provider	31.3%	28.3%
Television	18.8%	15.5%
Outdoor advertisement (billboard/bus/wall)	0.0%	3.3%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	0.0%	0.6%
Newspaper/Magazine	0.0%	1.3%
Brochure/Newsletter	6.3%	7.3%
Family or friend	25.0%	21.6%
Health Department	9.4%	4.8%
School	0.0%	1.3%